

- October 29, 1992

BUCKS

- Jan-Feb: 20 Bucks for a Buck
- Static Cling → Die Cut pack?
- Dangler
- Poster } Add \$1.00

T-shirt

- Poster (Is FREE, large enough?)
- Static Cling (Die-cut)
- Header (Take t-shirt inset out)
- Dangler

POS Kit to support on-carton in store effort

➤ Since 1 million on-carton \$3.50 ppm - How long?
~~million~~ Static clings \approx 100,000
~~million~~ Danglers \approx 200,000

➤ High Camel/Winston
Low Bucks
\$3.00 in high Bucks
SDI's?

➤ Richmond -
Pack stuffers? When?

Promotions
Watch?

Bucks or maze?
Does pack + graphics
mirror contempo
copy?

Check into ActMedia
Instant Coupon Machine

Also Write letter
for Winston Select
Mailing (2 ctms)

World YAMS take
a "take-one" in
store? Should we
put in pack?

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Direct Mail -

- 1992 - Bucks responders (Camel, Winston, Bucks)
- VAMS (Camel & Winston) if available
- Collect names (VAMS) through retail advertising for 1993 efforts

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